

“Generation Transitional Marketing®”

by
Phil Goodman

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Senior Generation

1915 to 1935

55 million

The Children of the:

- Stock market crash
- Great Depression
- Young adults in WW II

The Forgotten Generation

1936 to 1945

28 million

- Teen agers and children of the 1950's
- The cool heads that brought in Rock & Roll

Boomer Generation

1946 to 1964 76.5 million

- Adult teenagers of the 60's and 70's

They started the transition

**According to FIND/SVP-INC.
Boomers have a disposable
income of 930 billion dollars. By
the year 2003 one trillion dollars.**

Generation X

1965 to 1976

46 million

- The key to the internet and children of the older Boomers

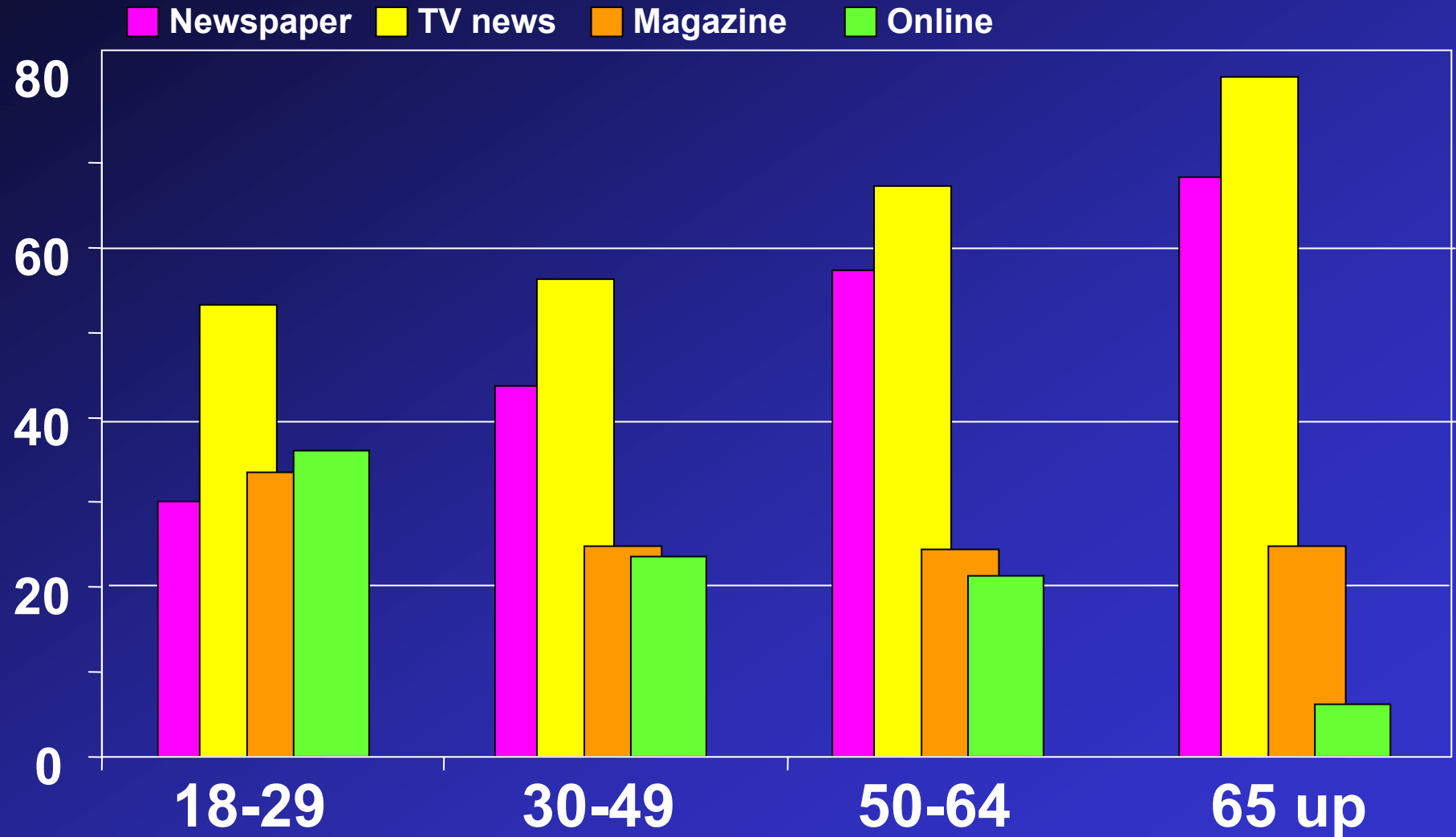
Echo Boomers

1977 to 1994 72 million

- Second largest generation in US
History and the future of the internet

Media Generation Gap

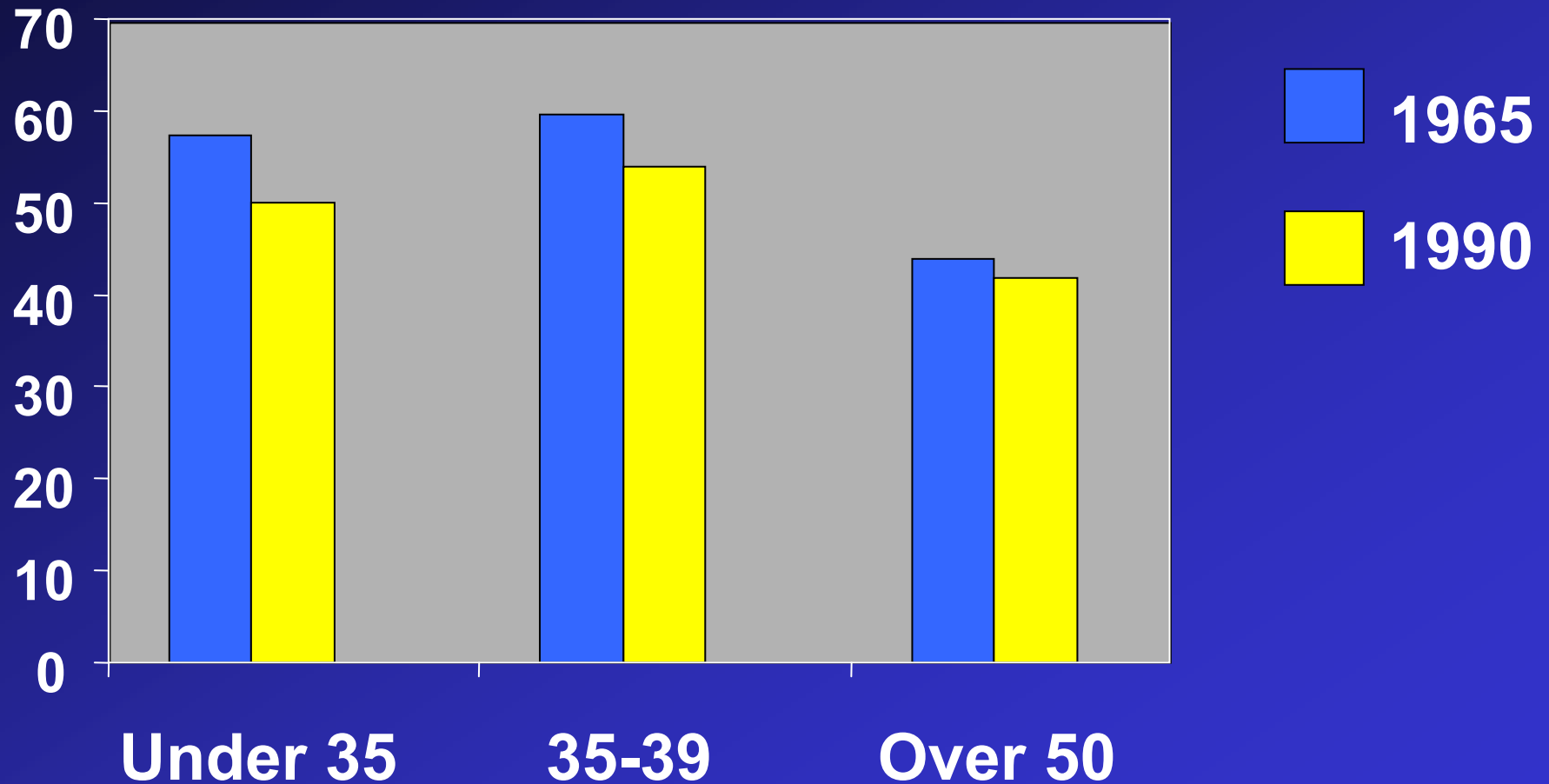
Adults surveyed who said they used any of these media outlets on the previous day, by age group:



Source: Pew research Center for the People and the Press

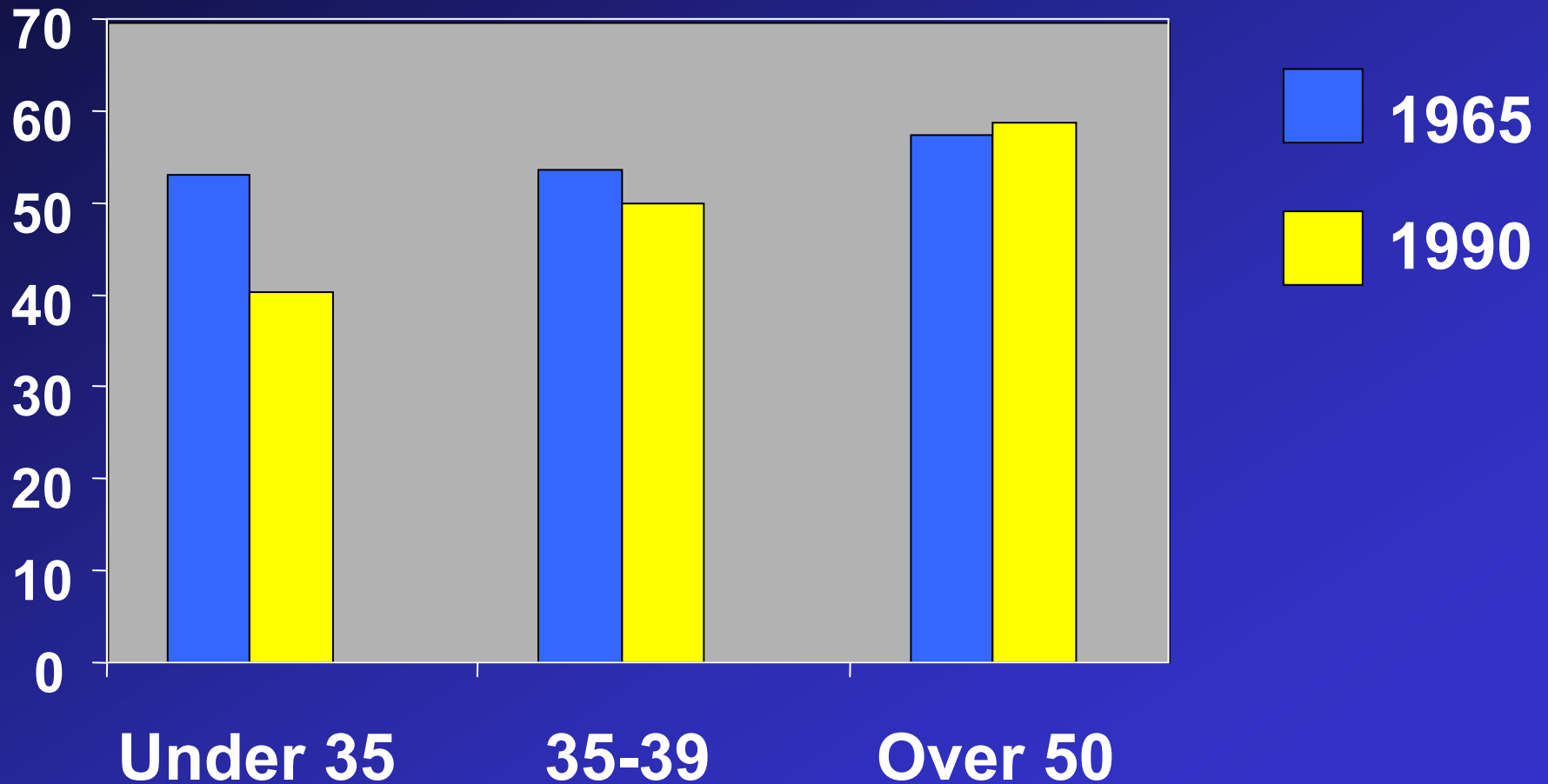
Media and the Boomer

Radio



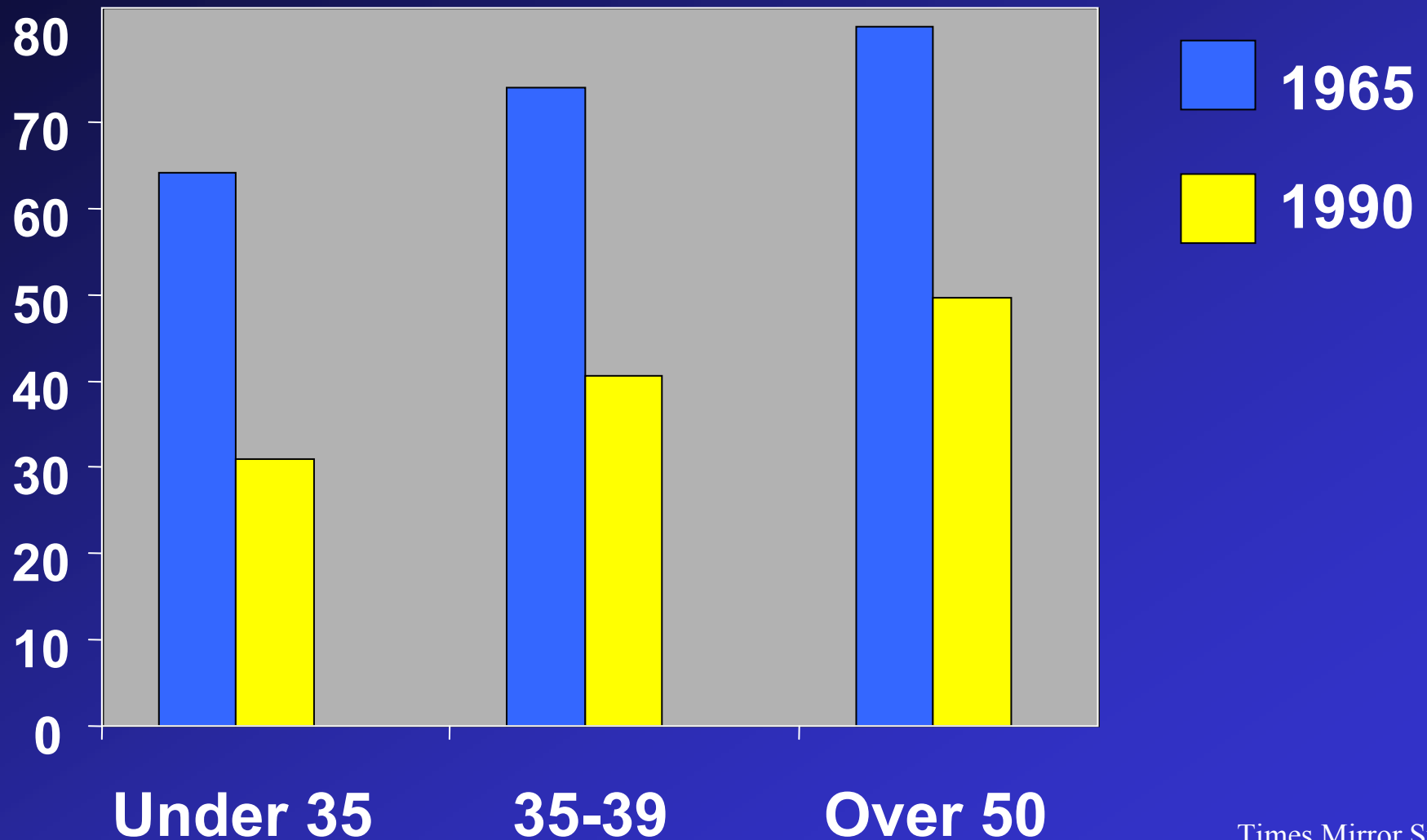
Media and the Boomer

Television



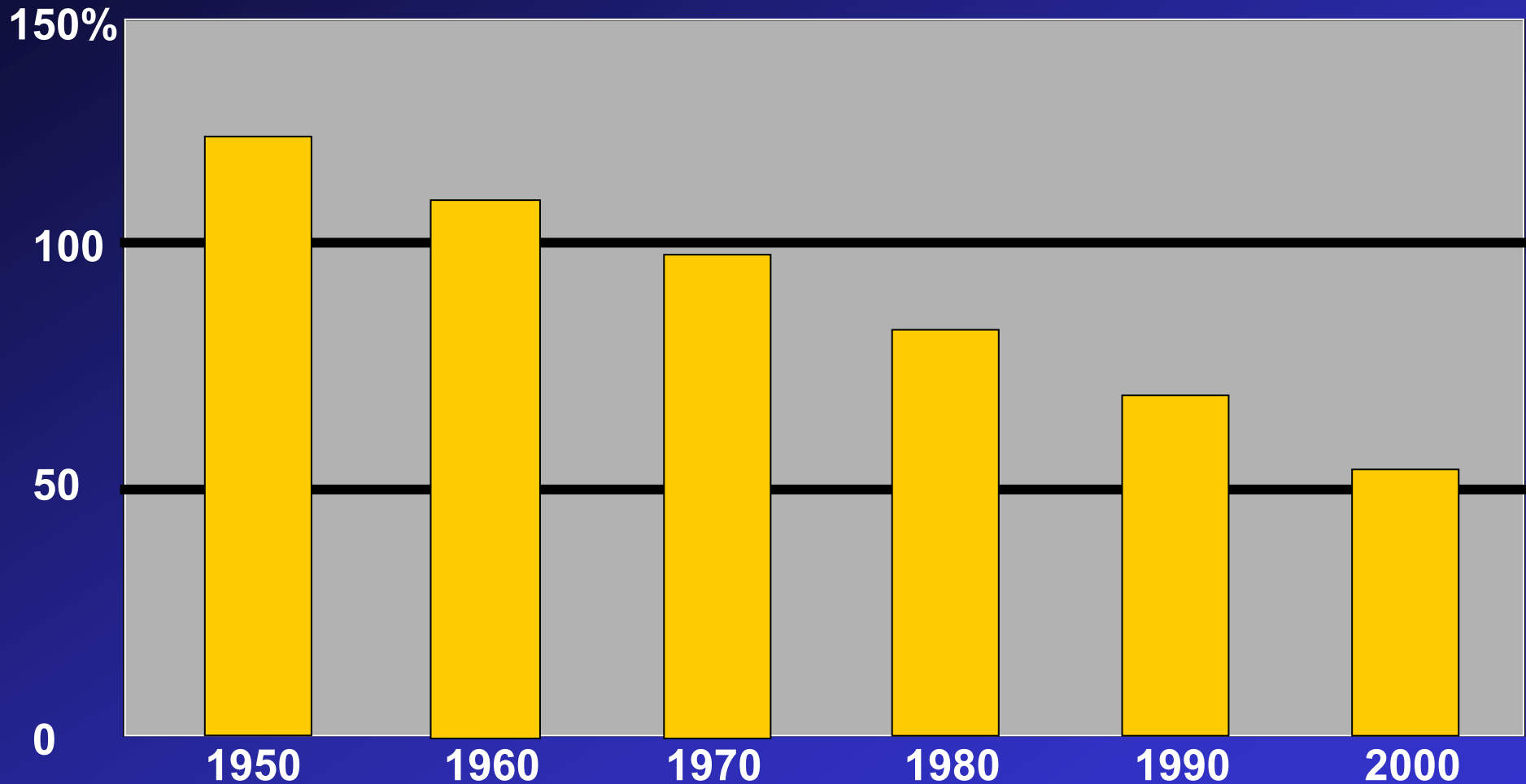
Media and the Boomer

Newspaper



Spottier Coverage

U.S. daily newspapers' market penetration-
total circulation as a percentage of total number of households



Source: Editor & Publisher International Yearbook; U.S. Census Bureau

“Generographics”

The mindset of all generations and
how they influence each other in
decision making

Genergraphic Websites

- **Define web user by Generations**
- **Separate Generations by links**
- **Sell your product by Generations**

20% of Grandmothers and
16% of Grandfathers are
under the age of 45

These percentages will double over
the next 10 years

**In 2004, 15 million households
with children under 11**

**2,355,000 (16%) will be living with
boomer parents born (1946 to
1960).**

**In 2004, 26 million households
with children under 17**

**7,390,000 (28%) will be living with
boomer parents born (1946 to
1960).**

By the year 2006
8 times more households headed
by people 55-64
will have children 12-17 years
of age living with them
than there was in 1996

Traveling With Children

Number of trips that include a child

Pleasure Trips



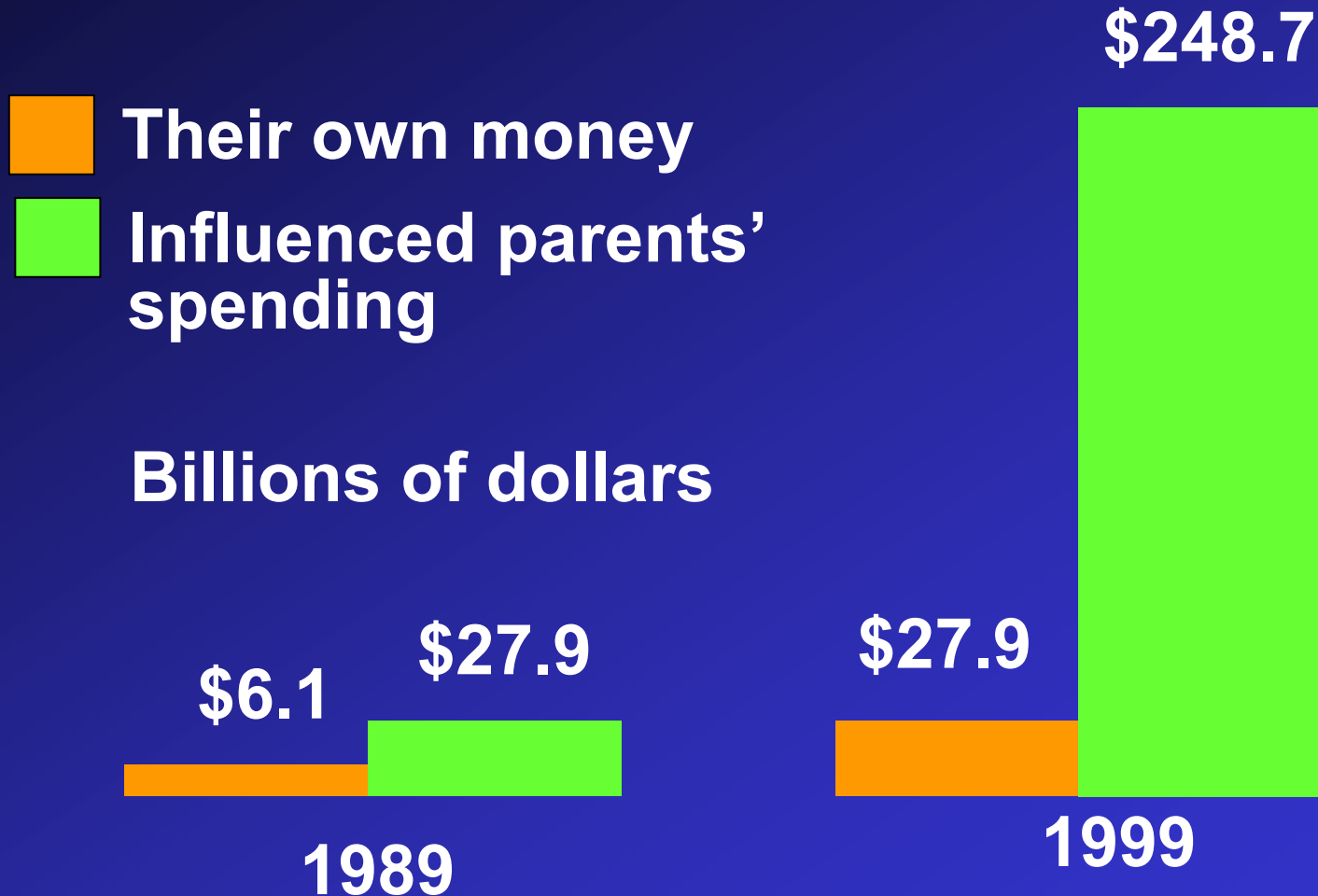
Business Trips



Source: Travel Industry Association of America

Money To Spend

Kids under 12 are generous in spending both their parents' money and their own



Source: McNeal & Kids Consulting

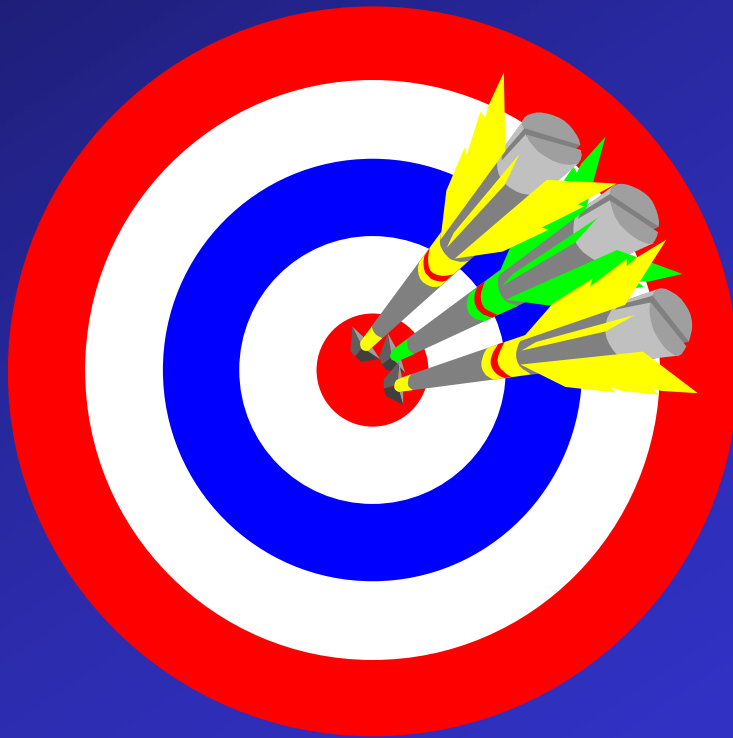
Demographics tell you how many products or services people buy according to their age, gender, and income

Generographics will tell you
why people do what they
do, and how you get them
to do it for you...

Example

- Demographic group of 18-49 years old, cover 3 generations
 - Echo Boomers
 - Generation X
 - Baby Boomers

How can you hit the target
of three different mind sets



90% of all advertising
misses the target, G.T.M.
reduces that percentage
down to 30 or 40%

No generation ever follows
another one in mind set



**There are no such people
in today's market that are
50 or 55 plus**

**There are only people that belong
to a generation with a certain
mind-set based on the social
standards they grew up with**

50 Plus Population in July 2001

Age 50 – 55	Boomers	21 million
Age 56 – 65	Forgotten	24 million
Age 66 – 85	Seniors	30 million
	Total	75 million

Percentage of 50 plus population by generation

Age 50 – 55	Boomers	29%
Age 56 – 65	Forgotten	30%
Age 66 – 85	Seniors	41%

Percentage of 50 plus population still in the work force

Age 50 – 55 Boomers 80%

Age 56 – 65 Forgotten 59%

Age 66 – 85 Seniors 12%

50 Plus Population by 2010

Age 50 – 64	Boomers	54 million – 60%
Age 65 – 74	Forgotten	21 million – 23%
Age 75 – 94	Seniors	15 million – 17%
Total		90 million

Generation Transition Marketing

It's the future for the
21st century based on Generographics